

AN AQUEOUS COATING FORMULATION SUITABLE FOR USE WITH HIGH SPEED  
COATERS SUCH AS ROD AND BLADE COATERS, AND INK JET RECORDING  
MATERIALS PREPARED THEREFROM

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ABSTRACT OF THE INVENTION

An aqueous coating formulation for use in preparing ink jet recording materials is provided. The coating formulation, which employs a major amount of porous pigments and/or metal oxide gels in combination with a minor amount of select inorganic pigments 10 (i.e., calcium carbonate and mixtures of calcium carbonate and alumina), is suitable for use with high speed coaters such as rod and blade coaters. An ink jet recording material prepared using such an aqueous coating formulation is also provided. The ink jet recording material demonstrates good printability and provides images having excellent water and humidity resistance and high image densities. In a preferred embodiment, the inventive 15 recording material further demonstrates good light or fade resistance.

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